

South Muskoka Hospital Foundation

At the Radiothon, Bracebridge resident Cathie Grinnell told listeners: "If not for the nurses and doctors at the hospital, I would've gone back home and - well, I simply wouldn't be here today."

Leadership donors leap forward to support their hospital

It's not just a step, but a leap forward for health care in South Muskoka, says Paul Hammond, Chair of the South Muskoka Hospital Foundation (SMHF).

"We've had a number of incredible gifts," says Hammond. "The first gift was from Eileen Sugg who donated \$750,000 in memory of her husband Bert Sugg. More recently, Brock and Willa Napier contributed \$500,000 and Peter Gilgan gifted \$1 million. People aren't just stepping forward, they're leaping into the game."

"We're so fortunate," echoes J. Douglas Lamb, campaign chair of the upcoming 'Get Better' campaign. "These three significant gifts, in addition to more than 50 others, show us that people really care about their community hospital."

The funds will be used to support \$6.5 million in technology improvements at



Newly named - Pointing to the newly installed sign are, from left: Campaign Chair J. Douglas Lamb, Foundation Chair Paul Hammond, Peter Gilgan, Muskoka Algonquin Healthcare (MAHC) CEO Natalie Bubela and MAHC Board Chair Larry Saunders.

the hospital. The Napiers have specified that their gift be used toward the purchase of a new CT scanner, while the Sugg and Gilgan gifts are not as specific.

"The upcoming campaign," says Lamb, "will better connect patients to care through technology."

"Technology is critically important to delivering health care services and saving lives," says Dr. Jan Goossens, Chief of Staff.



A passion for community health care - Brock & Willa Napier donate \$500,000 toward a new CT scanner for the hospital. From left, Campaign Chair J. Douglas Lamb, Muskoka Algonquin Healthcare CEO Natalie Bubela, Brock Napier and Foundation Chair Paul Hammond.

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Grateful community steps forward during Moose FM's Radiothon



Mooseketeers and Volunteers - The Radiothon is truly a team effort supported by an army of Moose FM staff along with hospital and foundation volunteers and staff.

Thankful callers rallied around their hospital at the recent Annual Moose FM Radiothon. The Radiothon, now in its seventh year, benefits the South Muskoka Memorial Hospital and is held on the Friday of Thanksgiving weekend. From the cottager who needed emergency treatment to the grateful daughter whose father had been given dignity and excellent care in his last days - people shared their stories over the radio. The result? The community came together and donated a total of \$27,460. That brings the Radiothon total over the past seven years to \$273,700.

This year, the funds were designated to go toward a new mammogram machine and the diagnostic imaging department's x-ray suites. "Everyone uses diagnostic imaging," said Dave Newman of the Moose. And the current mammogram machine is so aged, it still uses film. As a partner in the Ontario Breast Screening Program, hospital staff know it's overdue for an upgrade.

Something new this year was the Radiothon's presence at Gagnon's Independent Grocer in Bracebridge. Broadcasting live from that location, Moose staff witnessed, "a great response from the folks who were shopping at Gagnon's," says Colin Miller, Executive Director of the South Muskoka Hospital Foundation.

"This hospital has saved my husband's life three times."

-Karen Bonnell,
Bracebridge

"The staff here made me comfortable with leaving my son with them."

-Barb Kenyeres,
Port Carling

Master Plan looks to the future

Muskoka Algonquin Healthcare (MAHC) is working through the Ministry of Health and Long-Term Care's capital planning process. It is a lengthy process requiring Ministry approval throughout the various planning stages and one that will help us shape hospital care for future generations. There are five key reasons to complete this prudent planning:

1. We have to! Master Program/Master Plan is a Ministry requirement for any major decisions around programs, services, lease and/or sale of property. Without a Master Program/Master Plan, the Ministry will not consider additional uses of the land owned by MAHC, or significant changes to programs and services.

2. We need to look ahead. We are looking at long-range plans to best accommodate the services we should be providing to our community.

3. We want to be good partners. MAHC has been approached by others about partnership opportunities and development options at both hospital sites but decisions involving future land use can't be made until the master plan is completed.

4. Our buildings are getting old. We know that our facilities, due to their age, are not consistent with current standards and require significant investment to update.

5. We have space challenges today - at both hospital sites.

It is important to remember that there are no plans to close either hospital at this time or in the immediate future. The master planning exercise is designed to look at what our health care needs will be 15-20 years from now and the plans must be approved and supported at the local level and beyond before any changes occur. Furthermore, the Ministry requires us to look at and explore

all potential models for future service delivery, even if they appear very different from how health care is currently being delivered in Muskoka.

The three models that MAHC is investigating are:

- One Site Model – construct one new acute care hospital on a single site. The existing sites and hospitals would become surplus.
- Ambulatory/Acute Site Model – redevelop the two existing hospitals on the current sites: one site would be developed as an acute care hospital, and one site would be developed as an ambulatory care centre with urgent care.
- Two Acute Sites Model – redevelop the two existing hospitals on the current sites to remain as two acute care hospitals.

More information is available at <http://www.mahc.ca/en/about/Planning-for-the-Future.asp>



"The care my father received at the hospital was absolutely phenomenal."

-Amy Back,
Windermere

"The emergency room staff saved my life."

-Penny Burns,
Bracebridge

New wall recognizes donors

Running out of space to recognize donors is a good thing, isn't it?

Well, yes and no. The donor wall, located between emergency and the hospital's main entrance, has already had a few additional matching plaque areas added over the years for donor recognition. But the hospital donors kept... well, donating... and the Foundation wanted to continue to acknowledge their support.

The opportunity to create more space brought with it an opportunity for change. The new wall has a contemporary feel along with some

classic Muskoka scenes that will provide a sense of Muskoka's natural beauty and heritage. Some of the panels can be changed periodically to feature different local scenery. The donor wall recognizes and thanks the



The new donor wall was installed in early October

compassionate people, businesses, and organizations that have given a total of \$5,000 or more to the South Muskoka Hospital Foundation.

"These caring gifts save lives and enhance quality of life, every single day," says Paul Hammond, Chair of the South Muskoka Hospital Foundation. "Donor generosity allows our hospital to acquire leading-edge medical technology, attract accomplished medical professionals and staff, keep vital equipment working, and expand the services we offer. These gifts strengthen our community, inspire others, and provide hope."

Standing in good stead for the future

Colin Miller, Executive Director, South Muskoka Hospital Foundation

As we say goodbye to the busy summer season, briefly catching our breath allows us to take stock of what has transpired over the past few months. At the Foundation office, we are gearing up for our 'Get Better' campaign launch next spring, and have been overwhelmed with the support of a number of leadership gifts. The Sugg family, Brock and Willa Napier and Peter Gilgan have broken records with their contributions - to ensure our community's health care is of the best possible quality. Combine these three gifts with the 50 or so other significant donors who have also stepped up to the plate - and I am thrilled with the generosity of our seasonal and year-round residents, businesses and service clubs. This generosity was demonstrated in a highly public way during our recent Moose FM Radiothon, where the community came together in steadfast support of their hospital.

I view these enthusiastic and generous responses from our community as a demonstration of confi-



"I am thrilled with the generosity of our seasonal and year-round residents, businesses and service clubs."

dence in the future of health care in Muskoka. That future is being more closely quantified and defined during a long-term planning initiative required by the province.

In starting our Master Plan we ask: What would our hospital need to look like 20 years down the road? So, we look at what the next generation will require in both facilities and services. It is a prudent exercise, particularly given the fact that today's needs outstrip our current hospital facilities! The province requires we examine all the options - should we look at growing each hospital site in its current location or building a larger facility somewhere in between? No matter what the options are, the important thing to keep in mind is the Master Plan is 20 years from where we are today. Today and in the near future, we are going to need services in South Muskoka, so although we have to plan ahead, we also need to continue to focus on our current needs. Giving to your hospital today will allow us to do just that.

Accolades for post-surgical reporting

Cancer Care Ontario has recognized Muskoka Algonquin Healthcare (MAHC) as among the province's top performing hospitals for the Pathology Post-Surgical Report Turn-around Time for Colorectal Cancer performance indicator for the 2013-14 fiscal year.

This means that MAHC is providing colorectal cancer results to physicians faster than the 14-day expected turnaround



Laboratory Services staff display Cancer Care Ontario certificates for being a top performing hospital in the province. From left are Angela McQuillan, Pauline Pearsall, Heather Scott and Julie Hewitson.

thereby expediting cancer diagnosis and treatment.

"I am very proud that we are leaders in the province for this performance indicator. This is a remarkable achievement for our community hospital," says Natalie Bubela, Chief Executive Officer.

The Pathology Department of the lab is based at the South Muskoka Memorial Hospital Site and is responsible for reporting on all of MAHC's surgical volumes, which increased last year with the addition of two surgical specialties.

SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2014/2015

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South Muskoka Hospital Foundation

Special Fundraising Events



Muskoka Transport Spare Tires donated \$6,000 in proceeds from their spring golf tournament. This brings their donation total over 17 years to \$35,000. From left, Barry Hammond, Foundation Executive Director Colin Miller, John Cleator, Roger Schandlen, Keith Cross.



Rotary Club of Bracebridge commits to "service above self" as they present a cheque for \$50,000 to Foundation Chair Paul Hammond (2nd from right). Rotarians, from left: Bob Jones, Ron Nicholson and (at right) Al Helmer. The total amount pledged is \$150,000 over five years and is earmarked for the 'Get Better' campaign for capital equipment and technology improvements.



Not just for the birds - Adam Sontag of Sontag's Pagoda Bird Feeders in Gravenhurst decided to support the hospital by donating a percentage of the cost of each feeder sold. His idea quickly took flight and as of Thanksgiving, he had raised \$1,000 for the hospital.



Rotary Club of Bracebridge - Muskoka Lakes gives back: Foundation Executive Director Colin Miller (left) accepts a cheque for \$7,000 from Rotarians (2nd from left) Valda Hoar, Margaret Carey and Bruce Reville. This gift is toward a pledge of \$35,000 through the 'Get Better' campaign. (Photo courtesy of What's Up Muskoka)

Ensuring our community's healthcare future

Fall 2014

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

Email Address _____

My (our) cheque is enclosed in the amount of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

☐ \$500 ☐ other \$ _____

☐ Cheque enclosed

☐ Please charge my VISA

☐ Please charge my Mastercard

☐ Please charge my American Express

Cardholder Name _____

Card Number _____

Expiry Date _____

☐ I/we have made a provision for a bequest in our will

☐ Please send me information on making a gift in my will

☐ Please discontinue future mailings

All donations will be acknowledged and appropriately receipted.

Registered Charitable No. 11915 7998 RR0001



A Message from Natalie Bubela

Chief Executive Officer

Muskoka Algonquin Healthcare

"While we're actively planning for the future, rest assured that we are continually investing in patient care today to carry us into the future."

Help Us Make Investments Today

You have probably heard that Muskoka Algonquin Healthcare is conducting a Master Planning exercise called Hospital Care for Our Future Generations. This planning work considers what health services will be needed in Muskoka in the next 20 years and what the facilities will look like in order to meet future requirements and health care standards.

Capital planning is a complex process mandated by the Ministry of Health and

Long-Term Care. Yet this process is one that is prudent as our buildings continue to age and fall behind standards. The South Muskoka Memorial Hospital was originally built in 1964 and the Huntsville District Memorial Hospital in 1978. As we plan for how MAHC is going to provide sustainable health care in the future, we have learned that to redesign either hospital based on today's standards, each hospital's footprint would be 50% to 70% larger, notwithstanding future growth. I know these discussions can be emotionally charged – we are talking about community hospitals that have existed for many years. That is why we are

using data to drive decisions as much as possible and why community feedback is so important.

While we're actively planning for the future, rest assured that we are continually investing in patient care today to carry us into the future. The need for vital medical equipment is constant and we require millions on an annual basis just to keep pace with technology. Please help us continue to serve our communities with access to safe, outstanding health care for all generations by making a donation for your health.



"The nurses here give you a lot of hope."
- Heather Playford, Bracebridge

Leadership donors leap forward to support their hospital

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"Having access to electronic health records greatly enhances patient safety by organizing the available patient information in a readily accessible format," explains Dr. Goossens, "so that when seconds count, everything we need to know will be at our fingertips. An expanded telemedicine system means access to specialized care. An automated medication management system means peace of mind for better and safer drug administration, while

new diagnostic imaging equipment will give us faster and more accurate ways to diagnose our patients."

"It's also significant that each gift is from a different sector of our community," says Colin Miller, SMHF Executive Director. "One is a cottager, another a long-term year-round resident and the other gift is from cottagers who moved here to become year-round residents. This demonstrates that we have broad

support across our community."

The 'Get Better' campaign is scheduled to be launched this coming spring. Anyone considering making a contribution doesn't have to wait for the launch, in fact leadership gifts are currently underway. The 'Peter Gilgan Circle of Care' is a special recognition program for gifts from \$25,000 and up. Contact the Foundation office for more information.



South Muskoka Hospital Foundation Mission Statement

To provide charitable financial support to South Muskoka Memorial Hospital Site for capital projects, equipment and new technology as well as staff education to enhance patient care.

To support the improvement of healthcare in South Muskoka for permanent and seasonal residents.

Check out our website at
www.healthmuskoka.ca

Our Privacy Statement

South Muskoka Hospital Foundation appreciates your generous financial support. We recognize your right to privacy and we pledge to protect it. The information you have provided to us will be used to process your donation(s) and to provide you with acknowledgement and an appropriate receipt.

From time to time, we may use your contact information to keep you informed of other activities, events and/or fundraising opportunities in support of the Foundation.

We are also pleased to send you our biannual newsletter.

The South Muskoka Hospital Foundation does not trade or sell donor lists. If at anytime you do not wish to be listed in our recognition programs or to receive our newsletter, please contact us at (705) 645-4404 ext 3193 or smh.foundation@mahc.ca.

For more information about your privacy, please visit our website at www.healthmuskoka.ca and click on 'About Us' then 'Accountable To You.'


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75 Ann Street, Bracebridge ON P1L 2E4



www.healthmuskoka.ca